



CITY OF CORONA Strategic Plan Quarterly Report

FISCAL YEAR 2025, 3RD QUARTER
(JANUARY - MARCH 2025)

The City of Corona Strategic Plan for 2021-2026 was adopted by the City Council on February 17, 2021 and sets a course of action by establishing priority goals, outlining actions to achieve those goals, and setting up a framework to report our progress to the public. This Quarterly Report includes highlights of key activities for each goal that occurred during the third quarter of Fiscal Year 2025 (January - March 2025) and incorporates operational performance metrics to help quantify the great work the City is doing. Visit www.CoronaCA.gov/StrategicPlan to view the full Strategic Plan Quarterly Report for FY25Q3.

OUR VISION

“Corona will be a safe, vibrant, family friendly community”

OUR PURPOSE

“To create a community where everyone can thrive”

OUR VALUES

- | | |
|-----------------|-----------------|
| + We are Bold | + We are Humble |
| + We are Driven | + We are Honest |
| + We are Kind | + We are a Team |

OUR GOALS

-  Financial Stability
-  Strong Economy
-  Sound Infrastructure
-  Safe Community
-  Sense of Place
-  High-Performing Government

Check
out our
progress!





STRATEGIC GOAL FINANCIAL STABILITY

Ensure the City has adequate and sustainable funding to deliver high-quality services to residents.

PROGRESS HIGHLIGHTS

- Identify core services and service levels for both mandates and non-mandated services
- Pursue an AAA/Aaa/AAA GO Bond credit rating
- Increase the percentage of services funded via external sources
- Utilize Strategic Plan to guide future financial decisions



PERFORMANCE REPORT

	FY24 Q3	FY 25 Q3	TREND
GO Bond credit rating	AA+	AA+	—
Outstanding debt per capita*	\$1,894	\$1,766	↓
% of GO debt capacity used*	6.42%	5.85%	↓
Debt payments as a % of operating budget	9.4%	8.49%	↓
Unfunded pension liability/POB balance*	\$81.7M/\$243M	\$108.3M/\$225M	↑ ↓
Diversity of revenue sources	14	14	—

* Actual debt reflects an accounting change resulting from the issuance of the Pension Obligation Bond (POB)



PERFORMANCE REPORT

	FY24 Q3	FY25 Q3	TREND
# of companies supported via Team Corona	68	53	↓
% of business resources that can be accessed in Spanish	60%	60%	—
% of commercial brokers engaged with*	12%	40%	↑
% of small businesses remaining open for one year after participating in entrepreneurship programs	100%	100%	—
% of Emprendedor@s graduates that successfully launch their business	100%	100%	—
# of site selection inquiries that resulted in business opening or expanding in Corona	6	28	↑

*Based on commercial brokers that are active in Corona over the past year, with at least one commercial transaction



STRATEGIC GOAL STRONG ECONOMY

Expand the local economy by supporting local businesses, providing opportunities for new businesses, and ensuring there are ample opportunities for job seekers.

PROGRESS HIGHLIGHTS

- Review and update the City's purchasing process
- Redevelop the Corona Mall properties
- Review and update the City's Historic building guidelines
- Explore the feasibility of a facade improvement program



STRATEGIC GOAL SOUND INFRASTRUCTURE

Sustain high quality service delivery by investing in public infrastructure, including parks, buildings, equipment, roads, and technology.

PROGRESS HIGHLIGHTS

- Modernize traffic cameras and explore AI to optimize traffic flows
- Develop a long-term capital reserve funding policy for maintaining infrastructure assets
- Develop an Asset Management Program for all city infrastructure
- Institute regular park inspections to proactively identify needed repairs, improvements, and maintenance



PERFORMANCE REPORT

	FY24 Q3	FY 25 Q3	TREND
Net investment in capital assets	\$27.5M	\$39.5M	↑
Street signs replaced within 30 day target timeframes	99.4%	100%	↑
Town-wide average street PCI rating	72	73	↑
% of residents rating recreation programs as good/excellent	66%	74%	↑
% of residents rating quality of public parks as good/excellent	75%	74%	↓

PROGRESS HIGHLIGHTS KEY:

- Work Underway
- On Track
- Project Complete
- Denotes whether a change in metric had a positive or negative impact.



STRATEGIC GOAL SAFE COMMUNITY

Protect our quality of life by ensuring the community is safe and clean.

PROGRESS HIGHLIGHTS

- ➡ Provide preparedness training courses and certifications
- ⚙️ Upgrade and maintain the City's 911 system to ensure reliable emergency response
- ⚙️ Explore opportunities to adopt best practices and computer aided dispatch systems
- ✅ Continue and enhance the City's Graffiti Removal program



PERFORMANCE REPORT

	FY24 Q3	FY 25 Q3	TREND
Avg. Police response time to Priority 1 calls	5:29	5:12	↓
Avg. response time to all fire incidents	6:09	5:28	↓
Property crimes/clearance rate	610 / 6%	614 / 12%	↑ ↑
Violent crimes/clearance rate	92 / 53%	98 / 58%	↑ ↑
Homicides	0	0	-
Traffic fatalities	2	0	↓
Traffic accidents	328	288	↓
Drug/Alcohol related traffic collisions	31	28	↓



PERFORMANCE REPORT

	FY24 Q3	FY25 Q3	TREND
Total annual # of participants in City recreation programs	12,964	4,934*	↓
% of residents rating Corona as a place to live as good/excellent	84%	83%	↓
% of residents rating the community's openness and acceptance toward people of diverse backgrounds as good or excellent	74%	75%	↑
% of residents rating the quality/# of places to recreate, socialize, meet and connect with others as good or excellent	49%	51%	↑
% of residents rating the sense of community in Corona as good or excellent	62%	59%	↓

* Different reporting method (now only contains initial sign up and not all sessions).



STRATEGIC GOAL SENSE OF PLACE

Build community through celebrating our rich heritage, increasing access to recreational and cultural activities, and improving the relationship between the city and residents.

PROGRESS HIGHLIGHTS

- ✅ Explore the feasibility of expanding inclusive playground equipment across the City
- ⚙️ Designate the Historic Civic Center as Corona's center for the arts and relocate all non-arts lessees
- ➡ Develop performing arts venue and/or renovate Historic Civic Center
- ⚙️ Develop an implementation plan for ADA improvements to City facilities



STRATEGIC GOAL HIGH-PERFORMING GOVERNMENT

Improve the efficiency and effectiveness of the City's services to bring government into the 21st century.

PROGRESS HIGHLIGHTS

- ⚙️ Finalize the development of the Electronic Document Management System (EDMS)
- ➡ Increase the number of online options for all major City services that can be offered virtually
- ✅ Enhance state and federal advocacy efforts using contract lobbyists and dedicated staff support
- ✅ Ensure annual reporting of Strategic Plan
- ⚙️ Review, revise, and simplify personnel policies



PERFORMANCE REPORT

	FY24 Q3	FY 25 Q3	TREND
Number of social media engagements	216,906	346,976	↑
Number of social media impressions	4,657,083	6,658,556	↑
Percent of major City services that are offered virtually	84%	86%	↑
% residents rating direction the City is taking as good/excellent	56%	59%	↑
% residents rating overall quality of services as good/excellent	65%	68%	↑

PROGRESS HIGHLIGHTS KEY:

⚙️ Work Underway ➡ On Track ✅ Project Complete
 ■ ■ Denotes whether a change in metric had a positive or negative impact.

OPERATIONAL PERFORMANCE HIGHLIGHTS

Q3 BY THE NUMBERS

COMMUNITY SERVICES

	Trees Planted	878
	Recreation Activity Participants	4,934
	Corona Cruiser Ridership	30,527
	Library Program Participants	8,013

HOMELESSNESS

	CPD Homeless Related Calls for Service	1,331
	Cubic Yards of Debris Removed	280
	Emergency Shelter Clients Served	213

COMMUNITY ENGAGEMENT

	Social Media Impressions	6,658,556
	Emails Opened	286,519
	Total Video Views	2,069,600

SEE CLICK FIX

	Total Tickets	839
	Avg. Days to Acknowledge	0.7
	Avg. Days to Close	17.1

ECONOMIC DEVELOPMENT

	New Businesses	230*
	Live Work Corona Pledges	24
	Business Licenses Renewed	1,545*

PLANNING & DEVELOPMENT

	Planning Applications Processed	371
	Dev. Services Plan Check/Permits Issued	395
	Building Inspections	2,635
	Building Plan Checks/Permits Issued	918/1,020
	Code Cases Closed	427

*Businesses with physical locations in Corona

PUBLIC WORKS

	Traffic Work Orders Completed	33
	Active CIP Projects	71
	Street Work Orders Received/Completed	1,200/1,234
	Fleet Scheduled vs. Unscheduled Repairs	371/151

PUBLIC SAFETY

	Fire Calls for Service	3,964
	Fire Inspections	296
	Goats Acres of Land Cleared	0
	Police Calls for Service	20,784
	Police Arrests	978

UTILITIES

	Customer Service Calls	9,958
	Work Orders Received/Closed	2,710/2,649
	Time Power is On	99.95%
	Water Treated	2.137 Bil. Gal.

INTERNAL SUPPORT

	Invoices Processed	7,199
	HR Jobs Posted	51
	Purchasing Contracts Executed	137
	Clerk's Public Records Requests	305
	Total Cyber Attacks Deflected	5,193,023

Together,
we're creating a
community where
everyone can
thrive.

